



Week 2 Public Relation

By: All A+ Essays

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Week 2 Public Relation

While the target market is defined as the narrow group of people that the company is trying to appeal to, the target audience is the broad group of people that the company is focusing on. Marketing departments focus on the target market. Public relations departments focus on the target





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audience. For this assignment, use the Capella library to research the following. If necessary, also research the Internet and other resources: Select three companies or organizations that you are interested in learning more about. The organizations could be large, small, local, domestic,





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international, or a variety of these. Once you have made your selections: Identify each company or organization selected. Describe the type of business, its structure, and provide other relevant description for each company or organization. Describe the target audience for each of the companies and





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organizations. Describe what the target markets are for some of the products or services that are produced by these companies. Compare the target audience and target markets for each of these companies. Describe the types of public relations activities you see these companies using. Explain why you





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believe, or do not believe, the companies or organizations' actions are appropriate. Compare the public relations approaches for the target audience and the target markets for each of the companies. While the written content is the most important aspect of your paper; organization, readability,



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have met all of the requirements of the assignment.
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